

# STATE OF MICHIGAN DEPARTMENT OF EDUCATION LANSING



March 29, 2004

#### **MEMORANDUM**

TO: State Board of Education

FROM: Thomas D. Watkins, Jr.

SUBJECT: Approval of Changes to Business Education Endorsements and Standards for the

Preparation of Teachers for a New Business, Management, Marketing, and

Technology Endorsement for Teacher Certification

In pursuit of its goal to improve teacher quality, the State Board of Education receives proposals for the adoption and revision of program standards for teacher preparation. When applicable, the proposed standards are developed to reflect and support Michigan's K-12 Curriculum Framework and Benchmarks, as well as standards adopted by national professional/specialty area organizations.

In a joint initiative beginning in August 2001, the Office of Professional Preparation Services within the Michigan Department of Education (MDE) and the Office of Career and Technical Preparation within the Michigan Department of Labor and Economic Growth (MDLEG) assembled a referent group of educators to develop recommendations for updates to definitions and requirements related to the preparation of business teachers. The committee included representatives from public and independent teacher preparation institutions, local and intermediate school districts (ISDs), Michigan DECA (Michigan Distributive Education Clubs of America), the Michigan Business Education Association, and the Michigan Business Professionals of America. The recommendations are aligned with national trends in business education as reflected in the Michigan Career Pathways at:

http://www.michigan.gov/mdcd/0,1607,7-122-1680\_2629\_2722-28148--,00.html

In addition, the proposed standards are aligned with the following documents: Michigan Career and Employability Skills, International Society for Technology in Education - National Educational Technology Standards for Teachers, National Association of Business Teacher Education Standards, National Marketing Education Standards, and the National Business Education Association Standards. A crosswalk showing this relationship is available on the web

http://www.michigan.gov/documents/BusEdAttch3DFTCRSWLK\_73050\_7.pdf

#### STATE BOARD OF EDUCATION

KATHLEEN N. STRAUS - PRESIDENT • HERBERT S. MOYER - VICE PRESIDENT CAROLYN L. CURTIN - SECRETARY • JOHN C. AUSTIN - TREASURER MARIANNE YARED MCGUIRE - NASBE DELEGATE • ELIZABETH W. BAUER REGINALD M. TURNER • EILEEN LAPPIN WEISER Attachment 1 lists the current options for the preparation of elementary or secondary business education teachers. These options are a group major or group minor in business education, a major or minor in business administration, a major or minor in secretarial science, and a major or minor in distributive education. This proposal contains the following elements:

- Eliminate the current Business Education (GX), Business Administration (GH), and Secretarial Science (GI) program options.
- Create a new endorsement for Business, Management, Marketing, and Technology (GQ) to be offered as a secondary group major or comprehensive group major.
- Adopt teacher preparation standards for the new GQ endorsement.
- Limit the GQ endorsement to secondary teaching certificates.
- Establish 36 semester hours as the minimum requirement for GQ programs to be offered to previously certified teachers for an additional endorsement.

To provide information on the original proposal and to gather feedback from various stakeholders, a mailing was sent to all teacher preparation institutions, all school districts with career and technical education programs, and a random sample of other local and intermediate school districts (ISDs) in August 2003 requesting that they review the proposal as posted on the web. In addition, a forum was held on September 25, 2003, where the business education proposal was discussed in addition to other proposed changes related to the preparation of teachers in the area of career and technical education. Approximately 76 persons attended, including individuals from teacher preparation institutions, professional associations, ISDs, and K-12 schools. Prior to the forum, the proposed changes were discussed with the Board-appointed Professional Standards Commission for Teachers (PSCT) and the commission members were also invited to attend the September forum.

As a result of the feedback received, the original proposal was modified and simplified before it was presented again to the PSCT who then recommended adoption of the modified proposal. As presented in Attachment 2, the proposed endorsement and preparation standards reflect the recommended revisions for the Business, Management, Marketing, and Technology (GQ) endorsement. Additional information regarding the standards' development and review process is provided in Attachment 3.

It is recommended that the State Board of Education approve the changes to business education endorsements and standards for the preparation of teachers for a new business, management, marketing, and technology endorsement for teacher certification, as discussed in the Superintendent's memorandum dated March 29, 2004.

## Summary of the Recommended Endorsements for Business Education

**Current Business Education Endorsements** 

| Code | Title                                 | Options   | Comments  | Classes that Can Be Taught  |
|------|---------------------------------------|---|---|---|
| GΧ   | Business Education                    | K-12 group major, group major or group minor* for elementary or secondary certificates. | This group endorsement combines business education, business administration, secretarial science, and distributive education. | Business Education, Accounting, Business Administration, Secretarial Science, Distributive Education, Business Technology |
| GA   | Accounting                            | Major or minor** for elementary or secondary certificates.                              | Only one institution currently offers this program for teacher preparation.   |   |
| GH   | Business<br>Administration            | Major or minor** for elementary or secondary certificates.                              | Five institutions currently offer<br>this program for teacher<br>preparation.   | Business Administration   |
| GI   | Secretarial Science                   | Major or minor** for elementary or secondary certificates.                              | No institutions currently offer<br>teacher preparation programs<br>in this area.  | Secretarial Science   |
| GM   | Distributive<br>Education***          | Major or minor** for elementary or secondary certificates.                              | Also known as marketing education.  | Distributive Education,<br>Marketing Education  |
| VB   | Vocational Business<br>Services****   |   |   | Vocational Business Services  |
| VD   | Vocational Distributive Education**** |   |   | Vocational Distributive<br>Education, Vocational<br>Marketing Education   |

**Proposed Business Education Endorsements** 

| Code | Title  | Options   | Comments   | Classes that Can Be Taught  |
|------|--|---|--|---|
| GQ   | Business,<br>Management,<br>Marketing, and<br>Technology | 50 semester hour<br>comprehensive secondary<br>group major, 36 semester<br>hour secondary group<br>major. | Individuals who complete the comprehensive group major would not have to complete a minor. | Accounting, Introduction to<br>Marketing, Introduction to<br>Business, General Business,<br>Business Law, Technology<br>Literacy, Business<br>Communications, Keyboarding |
| GM   | Marketing Products and Services***                       | Major or minor** for secondary certificates.  |  | Marketing, Distributive<br>Education  |
| VB   | Vocational Business<br>Services****                      |   |  | Vocational Business Services  |
| VM   | Vocational<br>Marketing<br>Education****                 |   |  | Vocational Marketing, Vocational Distributive Education, Entrepreneurship   |

- \* Group majors require a minimum of 36 semester hours; group minors require a minimum of 24 semester hours
- \*\* Majors require a minimum of 30 semester hours; minors require a minimum of 20 semester hours
- \*\*\* Changes in the Distributive Education endorsement will be covered in a separate approval item submitted to the State Board of Education.
- \*\*\*\* Changes in vocational endorsements will be covered in a separate approval item submitted to the State Board of Education.

# Proposal to the Michigan State Board of Education for the Preparation of Teachers

Business, Management, Marketing, and Technology (GQ)

Submitted by the
Office of Professional Preparation Services
April 13, 2004

## Standards for the Preparation of Teachers

Business, Management, Marketing, and Technology (GQ)



Adopted by the Michigan State Board of Education <a href="https://date-page-12"><a href="https://date-page-12">/date-page-12"><a href="https://date-page-12">/date-page-12">/date-page-12"</a></a></a>

#### Standards for the Preparation of Teachers in Business, Management, Marketing, and Technology (GQ)

#### Preface

#### Development of the Proposal

In a joint initiative which began in August 2001, the Office of Professional Preparation Services within the Michigan Department of Education (MDE) and the Office of Career and Technical Preparation within the Michigan Department of Labor and Economic Growth (MDLEG) assembled a referent group of educators to develop recommendations for updates to definitions and requirements related to the preparation of business teachers. The committee included representatives from public and independent teacher preparation institutions, local and intermediate school districts (ISDs), Michigan DECA (Michigan Distributive Education Clubs of America), the Michigan Business Education Association, and the Michigan Business Professionals of America. The recommendations are aligned with national trends in business education as reflected in the Michigan Career Pathways at:

http://www.michigan.gov/mdcd/0,1607,7-122-1680 2629 2722-28148--,00.html

In addition, the proposed standards are aligned with the following documents: Michigan Career and Employability Skills, International Society for Technology in Education - National Educational Technology Standards for Teachers, National Association of Business Teacher Education Standards, National Marketing Education Standards, and the National Business Education Association Standards. A crosswalk showing this relationship is available on the web at:

http://www.michigan.gov/documents/BusEdAttch3DFTCRSWLK 73050\_7.pdf

Prior to the adoption of these standards and the creation of the Business, Management, Marketing, and Technology (GQ) endorsement, business education teachers completed one of the following endorsements:

inan Education Endorsements Prior to April 13, 2004

| Code | Title                      | Options   | Comments  | Classes that Can Be Taught  |
|------|----------------------------|---|---|---|
| GX   | Business Education         | K-12 group major,<br>group major or group<br>minor* for elementary<br>or secondary<br>certificates. | This group endorsement combines business education, business administration, secretarial science, and distributive education. | Business Education, Accounting, Business Administration, Secretarial Science, Distributive Education, Business Technology |
| GH   | Business<br>Administration | Major or minor** for elementary or secondary certificates.  |   | Business Administration   |
| GI   | Secretarial Science        | Major or minor** for elementary or secondary certificates.  | No institutions currently offer programs in this area.  | Secretarial Science   |
| GM   | Distributive<br>Education  | Major or minor** for elementary or secondary certificates.  | Also known as marketing education.  | Distributive Education,<br>Marketing Education  |

Group majors require a minimum of 36 semester hours; group minors require a minimum of 24 semester hours. Majors require a minimum of 30 semester hours; minors require a minimum of 20 semester hours.

The GQ endorsement takes the place of the GX endorsement and provides a rigorous course of study with options for a group major (minimum of 36 semester hours) or a comprehensive group major (minimum of 50 semester hours). The elimination of the option for group minors is consistent with other changes the Michigan Department of Education has made in response to federal No Child Left Behind legislation. The elimination of the Accounting (GA), Business Administration (GH), and Secretarial Science (GI) programs will ensure that business education teachers are well prepared to teach a variety of business education classes. The new configuration of business endorsements is as follows:

Business Education Endorsements after April 13, 2004

| Code | Title  | Options   | Comments   | Classes that Can Be Taught   |
|------|--|---|--|--|
| GQ   | Business,<br>Management,<br>Marketing, and<br>Technology | 50 semester hour<br>comprehensive<br>secondary group major;<br>36 semester hour<br>secondary group major. | Individuals who complete<br>the comprehensive group<br>major would not have to<br>complete a minor for initial<br>certification. | Accounting, Introduction to<br>Marketing, Introduction to<br>Business, General Business,<br>Business Law, Technology<br>Literacy, Business<br>Communications,<br>Keyboarding |
| GM   | Marketing<br>Products and<br>Services                    | Major or minor** for secondary certificates.  |  | Marketing, Distributive<br>Education   |

#### **Approval of Programs**

A higher education institution that wishes to provide a program in Business, Management, Marketing, and Technology (GQ) is required to submit an application for program approval that demonstrates how the standards are met throughout the proposed curriculum. Following initial approval, the teacher preparation program will be reviewed every seven years through the Periodic Review/Program Evaluation process.

Phase-out of Business Education (GX) Group Majors and Group Minors, Accounting (GA)
Majors and Minors, Business Administration (GH) Majors and Minors, and Secretarial
Science (GI) Majors and Minors

Michigan institutions currently offering majors or minors for the preparation of Business Education (GX) teachers, Accounting (GA) teachers, or Business Administration (GH) teachers are asked to phase out their programs and develop the new GQ for approval by the Michigan Department of Education (MDE). Applications for the GQ may be submitted at any time, but new candidates should not be accepted into GX, GA, or GH programs after fall semester 2004. Candidates must complete the academic requirements for those programs by June 2008 and pass the Michigan Test for Teacher Certification tests for the GX, GA, and GH by July 2009.

Programs for the preparation of teachers for the GX, GA, GH, or GI will no longer be approved by the MDE. Currently no institution has approval to offer the Secretarial Science (GI) program.

### Michigan Test for Teacher Certification - Test Development

Following State Board approval of the new GQ standards for the preparation of teachers, the Business, Management, Marketing, and Technology test for the Michigan Test for Teacher Certification will be developed, aligning the text content with the new standards.

#### Content Guidelines/Standards Matrix

| College/University             |  |                      | Code GQ   |
|--------------------------------|--|----------------------|---|
| Source of Guidelines/Standards | Michigan State Board of Education  | Program/Subject Area | Business, Management, Marketing, and Technology |
| =                              | ed courses on matrix and provide additional rly indicated. Adjust size of cells as nee | <del>-</del>         | how standards are met. If electives are         |

Code

CO

#### A - Awareness

The business education teacher recognizes/recalls the existence of different aspects of business, management, marketing, and technology and related teaching strategies.

#### **B** – Basic Understanding

The business education teacher articulates knowledge about business, management, marketing, and technology and related instructional and assessment strategies. The business education teacher demonstrates proficiency in using the knowledge at a fundamental level of competence acceptable for teaching.

#### C - Comprehensive Understanding

The business education teacher is able to apply broad, in-depth knowledge of the different aspects of business, management, marketing, and technology in a variety of settings. (This level is not intended to reflect mastery; all teachers are expected to be lifelong learners.)

A Business, Management, Marketing, and Technology (GO) endorsement prepares a teacher to teach business education at the secondary level in courses aligned with the Michigan Career Pathways. The preparation of business education teachers includes courses of study in each of four major categories of business, management, marketing, and technology. The GQ requires a group major with a minimum of 36 semester hours distributed among the four major categories for a balance of credits across the areas. Institutions may also offer programs to complete a comprehensive group major with a minimum of 50 semester hours distributed among the four major categories for a balance of credits across the areas. Candidates choosing the comprehensive group major will not be required to complete an additional minor area of study for initial certification. GQ programs for additional endorsements for previously certified teachers require completion of a minimum of 36 semester hours. Candidates completing the academic requirements of the GQ program may be recommended for the certificate endorsement after passing the Michigan Test for Teacher Certification business, management, marketing, and technology test.

|               |  |                         | Narrative Explaining how Required Courses and/or Experiences<br>Fulfill the Standards for Secondary Programs |   |
|---------------|--|-------------------------|--|---|
| No            | Guideline/Standard   | Level of<br>Proficiency | 36 Semester Hour Group Major   | 50 Semester Hour<br>Comprehensive Group Major |
| 1.0           | BUSINESS   |                         |  |   |
|               | Accounting The preparation of secondary business, management, marketing, and technology teachers will enable them to:    |                         |  |   |
| <b>1.1</b> .1 | demonstrate an understanding of the various steps of the accounting cycle;   | C                       |  |   |
| 1.1.2         | determine the value of assets, liabilities, and owner's equity and when and why they are used;                           | С                       |  |   |
| 1.1.3         | prepare, interpret, and analyze financial<br>statements for service, merchandising, and<br>manufacturing businesses;     | C                       |  |   |
| 1.1.4         | apply appropriate accounting principles to various forms of ownership, payroll, income taxation, and managerial systems; | С                       |  |   |
| 1.1.5         | evaluate the performance of an organization using planning and control principles; and                                   | С                       |  |   |
| 1.1.6         | describe the role of accounting in ethical business practices and decision-making.                                       | С                       |  | 1   |

|       |  | Table 1                 |  | ired Courses and/or Experiences<br>or Secondary Programs   |
|-------|--|-------------------------|--|--|
| No    | Guideline/Standard   | Level of<br>Proficiency | 36 Semester Hour Group Major   | 50 Semester Hour<br>Comprehensive Group Major  |
| 1.2   | Business Law   |                         |  | 1400   |
|       | The preparation of secondary business, management, marketing, and technology teachers will enable them to:   |                         |  | Seal-Modella Million Indiana and a seal-market a seal-mark |
| 1.2.1 | analyze the relationship between ethics<br>and the law and describe the sources of<br>law, structure of the court system,<br>classifications of procedural law, and<br>classifications of substantive law; | C                       |  |  |
| 1.2.2 | analyze the relationships among contract, sales, and consumer laws;  | C                       |  |  |
| 1.2.3 | analyze the roles and importance of agency law and employment law as they relate to the conduct of business in national and international markets;   | C.                      |  |  |
| 1.2.4 | explain the legal rules that apply to personal property and real property;   |                         |  |  |
| 2.5   | analyze the functions of commercial paper, insurance, secured transactions, and bankruptcy;  | С                       | THE STATE OF THE S |  |
| 1.2.6 | determine appropriateness of wills and trusts in estate planning;  | В                       |  |  |
| 1.2.7 | explain the legal rules that apply to<br>environmental, resource, and energy laws;<br>and  | A                       |  |  |

|       |   |                         |                              | ired Courses and/or Experiences<br>or Secondary Programs |
|-------|---|-------------------------|------------------------------|--|
| No    | Guideline/Standard  | Level of<br>Proficiency | 36 Semester Hour Group Major | 50 Semester Hour<br>Comprehensive Group Major            |
| 1.2.8 | describe the major types of legal entities, including sole proprietorships, partnerships, and corporations.                       | В                       |                              |  |
| 1.3   | Career Development  |                         |                              |  |
|       | The preparation of secondary business, management, marketing, and technology teachers will enable them to:                        |                         |                              |  |
| 1.3.1 | demonstrate an understanding of assessing personal strengths and weaknesses as they relate to career exploration and development; | В                       |                              |  |
| 1.3.2 | identify career resources to develop an information base that includes global occupational opportunities;                         | В                       |                              |  |
| 1.3.3 | develop a career pathways plan that includes the transition from school to work; and  | С                       |                              |  |
| 1.3.4 | describe the importance of life-long learning to career success.  | В                       |                              |  |
| 4     | Communication   | T                       |                              |  |
|       | The preparation of secondary business, management, marketing, and technology teachers will enable them to:                        |                         |                              |  |

|       |   |                         | Narrative Explaining how Regu<br>Fulfill the Standards fo | Narrative Explaining how Required Courses and/or Experiences<br>Fulfill the Standards for Secondary Programs |
|-------|---|-------------------------|---|--|
| No.   | Guideline/Standard  | Level of<br>Proficiency | 36 Semester Hour Group Major                              | 50 Semester Hour<br>Comprehensive Group Major  |
| 1.4.1 | communicate in a clear, courteous,<br>concise, considerate, and correct manner<br>on personal and professional levels;  | C                       |   |  |
| 1.4.2 | apply appropriate social communication<br>skills in personal and professional<br>situations including the application letter<br>and resume in a global environment;             | 2                       |   |  |
| 1.4.3 | use appropriate technology to enhance the effectiveness of communications; and  | C                       |   |  |
| 1.4.4 | demonstrate appropriate leadership,<br>supervisory, customer service, and ethical<br>standards to communicate effectively with<br>business constituents.                        | В                       |   |  |
| 51    | Globalization The preparation of secondary business, management, marketing, and technology teachers will enable them to:  |                         |   |  |
| 1.5.1 | demonstrate an understanding of the role of international business, analyzing its impact on careers and doing business at the local, state, national, and international levels, | C                       |   |  |
| 1.5.2 | demonstrate communication strategies<br>necessary and appropriate for effective<br>and profitable international business<br>relations;  | O                       |   |  |

|       |   |                         |                              | nired Courses and/or Experiences<br>or Secondary Programs |
|-------|---|-------------------------|------------------------------|---|
| No    | Guideline/Standard  | Level of<br>Proficiency | 36 Semester Hour Group Major | 50 Semester Hour<br>Comprehensive Group Major             |
| 1.5.3 | apply marketing con s to international business; and  | В                       |                              |   |
| 1.5.4 | relate the balance of trade concepts to the import/export process.  | A                       |                              |   |
| 1.6   | Computation  The preparation of secondary business, management, marketing, and technology teachers will enable them to: |                         |                              |   |
| 1.6.1 | apply basic mathematical operations to<br>solve problems with, and without, the use<br>of a calculator;                 | С                       |                              |   |
| 1.6.2 | solve problems containing whole numbers, decimals, fractions, percents, ratios, and proportions;                        | c                       |                              |   |
| 1.6.3 | use algebraic operations to solve problems;   | c                       |                              |   |
| 1.6.4 | use common international standards of measurement in solving problems;  | A                       |                              |   |
| 1.6.5 | interpret data using common statistical procedures; i.e., mean, mode, median, etc.; and                                 | <b>B</b>                |                              |   |

|       |   |                         |                              | ired Courses and/or Experiences<br>or Secondary Programs   |
|-------|---|-------------------------|------------------------------|--|
| No    | Guideline/Standard  | Level of<br>Proficiency | 36 Semester Hour Group Major | 50 Semester Hour<br>Comprehensive Group Major  |
| 1.6.6 | use mathematical procedures to analyze<br>and solve business problems for such<br>areas as taxation, savings and investment,<br>payroll records, cash management,<br>financial statement, credit management,<br>purchases, sales, inventory records,<br>depreciation, cost recovery, and depletion. | В                       |                              |  |
| 2.0   | MANAGEMENT  |                         |                              | · · · · · · · · · · · · · · · · · · ·  |
| 2.1   | General principles  |                         | man mater to                 | data return de la constitución del constitución de la constitución de la constitución de la constitución de la |
|       | The preparation of secondary business, management, marketing, and technology teachers will enable them to:  |                         |                              |  |
| 2.1.1 | define management and demonstrate<br>awareness of how managers plan,<br>organize, lead, and control for greater<br>efficiency and effectiveness;  | <b>A</b>                |                              |  |
| 2.1.2 | illustrate, in practical terms and with specific examples, how globalization, environmentalism, technology, diversity, and calls for greater public accountability influence and impact managers;   | В                       |                              |  |
| 2.1.3 | apply human resource principles, systems,<br>and contingency approaches to actual<br>management scenarios;  | c                       |                              |  |

|           |  |                         |   | ired Courses and/or Experiences<br>or Secondary Programs   |
|-----------|--|-------------------------|---|--|
| No        | Guideline/Standard   | Level of<br>Proficiency | 36 Semester Hour Group Major  | 50 Semester Hour<br>Comprehensive Group Major  |
| 2.1.4     | demonstrate leadership, communication, planning, organizing, problem solving,                              | С                       |   |  |
|           | decision making, and self management skills;   |                         |   |  |
| 2.1.5     | explain social responsibility in business;<br>select and justify a social responsibility<br>strategy;      | В                       |   | and the second s |
| 2.1.6     | promote ethical business behavior in the workplace; and  | В                       |   |  |
| 2.1.7     | explain human resource practices to legally and effectively manage a diverse workforce.                    | В                       |   |  |
| 2.2       | Economics and Finance  |                         |   |  |
| <b>16</b> | The preparation of secondary business, management, marketing, and technology teachers will enable them to: |                         | generative and an entropy of staff in Spring at the Minister Williams |  |
| 2.2.1     | identify economic opportunity costs for making decisions;  | В                       |   |  |
| 2.2.2     | identify the factors of production that affect productivity;   |                         |   |  |
| 2.2.3     | identify the monetary institutions and explain their roles in the U.S. and world economies;                | A                       |   |  |

|        |   |                         |  | nired Courses and/or Experiences or Secondary Programs  |
|--------|---|-------------------------|--|---|
| No     | Guideline/Standard  | Level of<br>Proficiency | 36 Semester Hour Group Major   | 50 Semester Hour<br>Comprehensive Group Major   |
| 2.2.4  | demonstrate how a free and competitive<br>economy operates through monetary<br>exchange, market pricing, and the law of<br>supply and demand; | С                       |  |   |
| 2.2.5  | identify key U.S. economic measures in terms of gross domestic product, employment, unemployment rate, inflation, and capital spending;       | В                       |  |   |
| 2.2.6  | describe types of competition and its role in the U.S. economy;   | В                       |  |   |
| 2.2.7  | explain how allocating private and public resources affects the economy;  | В                       | 200 -  |   |
| 2.2.8  | describe the rights and responsibilities of citizens in the U.S. economic prosperity;   | В                       |  |   |
| 2.2.9  | use a rational decision making process as it applies to the role of citizens, workers, and consumers;   | С                       |  | Design Record of the Control of the |
| 2.2.10 | develop a personal finance plan including debt management; and  |                         |  |   |
| 2.2.1  | identify how to manage economic risks.  | В                       |  |   |
| 3.0    | MARKETING The preparation of secondary business, management, marketing, and   |                         | tus notes in the second |   |
|        | technology teachers will enable them to:  |                         |  |   |

|     |  |                         | Narrative Explaining how Requ<br>Fulfill the Standards fo | Narrative Explaining how Required Courses and/or Experiences<br>Fulfill the Standards for Secondary Programs |
|-----|--|-------------------------|---|--|
| No. | Guideline/Standard   | Level of<br>Proficiency | 36 Semester Hour Group Major                              | 50 Semester Hour<br>Comprehensive Group Major  |
| 3.1 | explain fundamental business,<br>management, and entrepreneurial<br>concepts that affect business decision<br>making;                                      | O                       |   |  |
| 3.2 | identify the concepts, strategies, and<br>systems needed to interact effectively with<br>others;   | В                       |   |  |
| 3.3 | demonstrate the economic principles and concepts fundamental to marketing;   | В                       |   |  |
| 3.4 | demonstrate the concepts and strategies<br>needed for career exploration,<br>development, and growth;  | O                       |   |  |
| 3.5 | explain the concepts and processes needed<br>to move, store, locate, and/or transfer<br>ownership of goods and services;                                   | В                       |   |  |
| 3.6 | apply financial concepts to business<br>decision making;   | C                       |   |  |
|     | explain the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions; | υ                       |   |  |
| 3.8 | identify the concepts and strategies<br>utilized in determining and adjusting<br>prices to maximize return and meet<br>customers' perceptions of value;    | В                       |   |  |

| la sa |  |                         | Narrative Explaining how Requ<br>Fulfill the Standards fo | Narrative Explaining how Required Courses and/or Experiences<br>Fulfill the Standards for Secondary Programs |
|-------|--|-------------------------|---|--|
| No    | Guideline/Standard   | Level of<br>Proficiency | 36 Semester Hour Group Major                              | 50 Semester Hour<br>Comprehensive Group Major  |
| 3.9   | decipher the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities;   | 0                       |   |  |
| 3.10  | identify the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired income;   | В                       |   |  |
| 3.11  | identify the strategies needed to determine client needs and wants, respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities; and | O                       |   |  |
| 3.12  | use technology to implement marketing activities.  | В                       |   |  |
| 4.0   | TECHNOLOGY The preparation of secondary business, management, marketing, and technology teachers will enable them to:  |                         |   |  |
| 4.1   | demonstrate achievement of information<br>technology cluster-specific academic<br>knowledge and skill standards<br>(www.careerclusters.org);   | A                       |   |  |

|     |  |                         | Narrative Explaining how Requ<br>Fulfill the Standards fo | Narrative Explaining how Required Courses and/or Experiences Fulfill the Standards for Secondary Programs |
|-----|--|-------------------------|---|---|
| No  | Guideline/Standard   | Level of<br>Proficiency | 36 Semester Hour Group Major                              | 50 Semester Hour<br>Comprehensive Group Major   |
| 4.2 | demonstrate oral and written<br>communication skills in creating,<br>expressing, and interpreting technical<br>information and ideas;  | В                       |   |   |
| 4.3 | formulate solutions to information<br>technology problems using critical<br>thinking skills (analyze, synthesize, and<br>evaluate) independently and in teams;   | В                       |   |   |
| 4.4 | demonstrate the use of specific information technology tools to access, manage, integrate, and create information;   | В                       |   |   |
| 4.5 | in the larger environment understand:  a. roles within teams, work units, departments, organizations, interorganizational systems, and  b. identify how key organizational systems affect organizational performance and the quality of products and services. | O                       |   |   |

|      |  |                         | Narrative Explaining how Requ<br>Fulfill the Standards fo | Narrative Explaining how Required Courses and/or Experiences<br>Fulfill the Standards for Secondary Programs |
|------|--|-------------------------|---|--|
| No   | Guideline/Standard   | Level of<br>Proficiency | 36 Semester Hour Group Major                              | 50 Semester Hour<br>Comprehensive Group Major  |
| 4.6  | demonstrate knowledge of:  a. health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance, and b. personal ability to follow organizational policies and procedures and contribute to continuous improvement in performance and compliance; | B                       |   |  |
| 4.7  | apply leadership and teamwork skills in<br>collaborating with others to accomplish<br>organizational goals and objectives;   | O.                      |   |  |
| 4.8  | demonstrate an understanding of<br>professional ethics and legal<br>responsibilities;  | U                       |   |  |
| 4.9  | explain career development and planning<br>as it is related to the information<br>technology field; and  | v                       |   |  |
| 4.10 | demonstrate knowledge of design,<br>operation, and maintenance of technology<br>systems for information technology<br>careers.   | В                       |   |  |

## Teacher Preparation Standards Development Committee (Business, Management, Marketing, and Technology Endorsement)

Committee Member Organization/Institution

Barbara Bartosiewicz Manistee Area Public Schools

**MACUL Past President** 

John Baublit Ann Arbor Public Schools

Judi Berry Lansing Community College

Bill Blackerby Siena Heights University

Brenda Clark Jenison Public Schools

Dave Clark Fruitport Public Schools

Wells Cook Central Michigan University

Ron Fulkert Eastern Michigan University

Mary Ann Herbst Baker College

Jude Johnson Clare Public Schools

Chris Korbel Traverse Bay Area Intermediate School District

Larry Pagel Northern Michigan University

Amy Sholtz Bullock Creek Middle School (Midland)

Brad Wagner Michigan Technological University

Dave Wait Eastern Michigan University

State Director

Michigan DECA (Michigan Distributive Education Clubs of America)

Carl Woloszyk Western Michigan University

## Michigan Department of Labor and Economic Growth Office of Career and Technical Preparation

Diana Bailey

Patty Cantu

**Eva** Coffey

Shirley Kaminski

Karen Pohja

Glenna Zollinger-Russell

Michigan Department of Education Office of Professional Preparation Services

Sue Wittick

#### August 2003 Distribution of Standards Drafted by the Referent Committee Business, Management, Marketing, and Technology (GQ) Endorsement

#### Educational Organizations (\* Indicates submission of a response)

Association of Independent Colleges and Universities of Michigan

Coalition of Michigan Subject Matter Education Organizations

Directors and Representatives of Teacher Education Programs

\* Family Consumer Science Educators of Michigan

Michigan Association of Colleges for Teacher Education

Michigan Association of Middle School Educators

Michigan Association of Nonpublic Schools

Michigan Association of School Administrators

Michigan Association of School Boards

Michigan Association of School Personnel Administrators

Michigan Association of Secondary School Principals

Michigan Association of Supervision and Curriculum Development

- Michigan Business Education Association
- Michigan Career Leadership Network

Michigan Congress of Parents, Teachers, and Students

Michigan Deans Council

Michigan DECA (Michigan Distributive Education Clubs of America)

Michigan Education Association

Michigan Elementary and Middle School Principals Association

Michigan Federation of Teachers and School Related Personnel

Michigan Health Occupations Educators

- Michigan Industrial & Technology Education Society
- Michigan Marketing Education Association
- Michigan School Counselors Association

Middle Cities Education Association

- North Central Association of Colleges and Schools
- Michigan Parent, Teacher, Student Association

#### Teacher Preparation Institutions (\* Indicates submission of a response)

Adrian College Albion College Alma College

Andrews University
Aquinas College

\* Baker College

Baker College of Auburn Hills

Baker College of Flint

\* Baker College of Jackson

Baker College of Clinton Township

Baker College of Cadillac

Baker College of Muskegon

Calvin College

★ Central Michigan University

Concordia University

Cornerstone University

• Eastern Michigan University

Finlandia University

★ Ferris State University

Grand Valley State University

Hillsdale College

Hope College

Kalamazoo College

Lake Superior State University

Madonna University
Marygrove College

Michigan State University

Michigan Technological University

Northern Michigan University

Oakland University

Olivet College

Rochester College

Saginaw Valley State University

Siena Heights University

Spring Arbor University

University of Detroit Mercy

University of Michigan

University of Michigan - Dearborn

University of Michigan - Flint

University of Phoenix

Walden University

Wayne State University

Western Michigan University

#### Community Colleges (\* Indicates submission of a response)

Alpena Community College

Delta College

- Kalamazoo Valley Community College
- ★ Lake Michigan College
- \* Lansing Community College
- ★ Macomb Community College

#### Intermediate School Districts (\* Indicates submission of a response)

- \* Allegan County Intermediate School District
- \* Berrien Intermediate School District
- Branch Intermediate School District
  - C.O.O.R. Intermediate School District
  - Calhoun Intermediate School District
- Charlevoix-Emmet Intermediate School District
   Clare-Gladwin Regional Educational Service District
- Clinton County Regional Educational Service Agency
- \* Eaton Intermediate School District
- Genesee Intermediate School District
   Gratiot-Isabella Regional Educational Service District
   Hillsdale Intermediate School District
- Ingham Intermediate School District
   Ionia County Intermediate School District
   Kalamazoo Regional Educational Service Agency
- Lapeer Intermediate School District
   Lenawee Intermediate School District
- \* Lewis Cass Intermediate School District
- Macomb Intermediate School District
- Manistee Intermediate School District
   Mason-Lake Intermediate School District
   Menominee Intermediate School District
- Midland County Educational Service Agency
- Oakland Schools Intermediate School District
- Ottawa Area Intermediate School District
   Traverse Bay Area Intermediate School District
   Wayne Regional Educational Service Agency

#### Local School Districts (\* Indicates submission of a response)

- Ann Arbor Public Schools
   Aisha Shule/WEB Dubois Preparation Academy
   Albion Public Schools
  - Arenac Eastern Schools
     Avondale School District
    - **Bad Axe Public Schools**
  - Battle Creek School District
  - Bedford Public Schools

**Beecher Community Schools** 

Big Bay De Noc School District

Birmingham School District

Bloomfield Township School District #7F

**Bridgman Public School District** 

Canton Charter Academy

Caseville Public Schools

Cesar Chavez Academy

Clare Public Schools

**Clinton Community Schools** 

**Comstock Public Schools** 

Crossroads Charter Academy

**Detroit Public Schools** 

East Grand Rapids Public Schools

Easton Township School District #6

Escanaba Area Schools

**Ewen-Trout Creek Schools** 

- Flint Community Schools
- Fruitport Community Schools

Gull Lake Community Schools

**Inland Lakes Schools** 

Iron Mountain School District

**Jackson Public Schools** 

- Jenison Public Schools
- Lansing School District
- Leslie Public Schools

Lincoln Park Public Schools

Litchfield Community Schools

Livingston Technical Academy

\* Livonia Public Schools

Ludington Area School District

Manistee Area Public Schools

Mesick Consolidated Schools

- Midland Public Schools
- Monroe Public Schools

#### Continued - Local School Districts (\* Indicates submission of a response)

- Mount Pleasant Public Schools New Beginnings Academy
- \* Niles Community Schools
- Ottawa Lake-Whiteford Agricultural Schools Pontiac School District Questar Academy Republic-Michigamme Schools
- \* Saginaw Township Community Schools
- Shoreline Academy of Business & Trades Southgate Community Schools
   St. Louis Public Schools
- Utica Community Schools
- Wayne-Westland Community Schools
   Webberville Community Schools

#### School Districts with Career and Technical Education Programs

Information on the proposed standards was also sent by e-mail to a mailing list maintained by the Office of Career and Technical Preparation. This list includes career and technical education administrators, teachers, school department heads, community college faculty, and teacher preparation institution faculty.

**NOTE:** Additional responses were received anonymously.